

DELAWARE TRANSIT CORPORATION

POSTING NO. 049-2015

POSITION VACANCY POSTING

DATE OF POSTING January 27, 2015

CLOSING DATE February 13, 2015

METHOD OF APPLICATION: Cover Letter/Resume/Employment Application

INTERESTED EMPLOYEES MUST FILE FOR THIS POSITION BY COMPLETING THE APPROPRIATE BID FORM OR AN APPLICATION OR SUBMITTING A LETTER OF INTEREST AND RESUME TO THE EMPLOYMENT SECTION OF THE HUMAN RESOURCES DEPARTMENT BY 4:30 P.M. ON **February 13, 2015**. POSITIONS COVERED BY COLLECTIVE BARGAINING AGREEMENTS WILL BE AWARDED IN ACCORDANCE WITH THE PROVISIONS AND PROCEDURES CONTAINED IN THE APPLICABLE CURRENT BARGAINING AGREEMENT.

=====

POSITION #: 723 JOB CODE #: 152

POSITION TITLE Marketing & Outreach Manager

PAY GRADE 16 PAY RATE _____ PAY RANGE \$47,184. - \$58,980.
(MINIMUM TO MAXIMUM)

LOCATION: DISTRICT New Castle County DEPARTMENT Chief Executive Officer
SECTION Marketing & Public Affairs

=====

CLASSIFICATION: FULL TIME X PART-TIME _____
CONTRACT: 8FR _____ 8DR 32 N/C X

SCHEDULED HOURS 8:00 AM – 4:30 PM SCHEDULED DAYS Monday - Friday

=====

SUMMARY OF POSITION:

The Marketing & Outreach Manager is responsible for the overall management and implementation of all of the functions relating to Delaware Transit Corporation's marketing, social media and website management, rider communication services, and schedule printing. Specific responsibilities include assisting with the development and implementation of an annual marketing plan; assisting with media relations including news releases and service disruption notification; developing and implementing a social media plan; and management of the Marketing staff. The Marketing & Outreach Manager is also responsible for developing and implementing special events; creating and implementing community outreach programs and advertising campaigns to increase public awareness of DART that works to retain, replenish, and increase ridership, also resulting in a positive public image of the Delaware Transit Corporation.

JOB DESCRIPTION: AVAILABLE THRU HR DEPT X

=====

EQUAL OPPORTUNITY EMPLOYER

SEE PREFERRED QUALIFICATIONS ON SECOND PAGE

Preferred Qualifications:

Please address each Preferred Qualification separately.

A Bachelor's Degree in communications, marketing, public administration, public relations, community planning, transportation planning, and/or 5 years of progressive experience in a closely related transit function.

1. Experience in conducting market research and analysis to determine growth opportunities...
(Applicant must detail all experience in conducting market research and analysis to determine growth opportunities).
2. Experience in developing, implementing, and managing a social media plan.
(Applicant must detail all experience in developing, implementing, and managing a social media plan).
3. Experience in creating and implementing community outreach programs and advertising campaigns.
(Applicant must detail all experience in creating and implementing community outreach programs and advertising campaigns).
4. Experience in organizing and prioritizing multiple, diverse tasks.
(Applicant must detail all experience in organizing and prioritizing multiple, diverse tasks.)

JOB DESCRIPTION: AVAILABLE THRU HR DEPT X

=====

EQUAL OPPORTUNITY EMPLOYER

" Submission must specifically address the skills referenced in each Preferred Qualification."